



US – 677

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IV Semester B.Com. (Vocational) Examination, May 2017
(CBCS) (F+R)

TRAVEL AND TOURISM MANAGEMENT

Paper – IV : Tourism Marketing

(70 Marks 2015 – 16 & Onwards/100 Marks 2014 – 15 – Only)

Time : 3 Hours

Max. Marks : 70/100

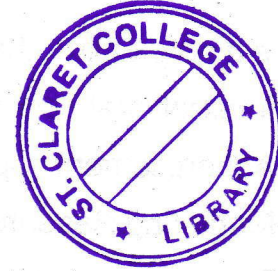
Instructions : 1) Answer **A, B and C** for 70 marks **CBCS** Scheme.
2) Answer **A, B, C and D** for 100 marks **Old** Scheme.

SECTION – A

1. Answer **any five** of the following :

(5×2=10)

- Define tourist behaviour.
- Mention the elements of promotion mix.
- List any four economic services.
- Define tourism product.
- Define publicity.
- What is social marketing concept ?
- What is retail marketing in travel Industry ?



SECTION – B

Answer **any three** of the following :

(3×6=18)

- Explain in brief the tourism marketing mix.
- Explain the different models of E – business.
- Explain the essentials of good ad – copy.
- Write a note on role of audio-visuals in promotion tourism.
- Explain the characteristics features of services.

P.T.O.



SECTION – C

Answer **any three** of the following :

(3×14=42)

7. 'One State Many World's – A campaign of Karnataka Tourism promotion. Comment.
8. Critically examine the role of tourism marketing research in India.
9. Explain the steps involved in tourism marketing research.
10. Explain the different approaches to study of tourism marketing.
11. Write a note on Indian Tourism Industry.

SECTION – D

12. Give a note on **any three** of the following :

(3×10=30)

- 1) International Tourism
 - 2) Advertisement copy
 - 3) Marketing Research
 - 4) Tourism product.
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